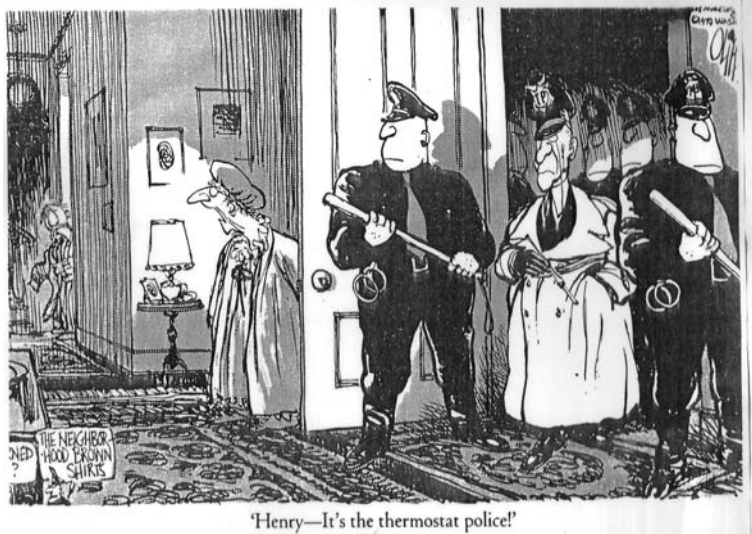




“Expanding the Green Economy means more than “green” jobs.”
It means Green CAREERS.

March 17th, 2010
Green Business Summit



As major energy users, small businesses must be pro-active by using energy smarter and reducing energy use. To do this small (all) businesses need three basic tools:

1. Energy savings that can be easily measured.
2. Access to capital that allows businesses to invest in energy savings.
3. Regulations that encourage businesses to earn profits by saving energy, balancing requirements with incentives to mitigate costs.

Get Your Money's Worth!

On the account detail of your PG&E/SCE/SDG&E bill, you will see a small charge for "public purpose programs."

Pacific Gas and Electric Company		WE DELIVER ENERGY™	Energy Statement
	99		\$58.32
	Generation		14.58
	Transmission		48.70
	Distribution		1.52
Acc:	Public Purpose Programs		0.31
506:	Nuclear Decommissioning		12.11
	Trust Transfer Amount (TTA)		6.27
	DWR Bond Charge		2.53
829.3:	Ongoing CTC		7.72
	Regulatory Asset		
			PG&E
			BOX 99/300

This charge provides the funding for energy efficiency programs, "on bill" financing, and rebate incentives. You have been paying into this fund since you have been a PG&E/SCE/SDG&E/SoCalGas customer. It's about time you got some of your money back!

Kim Parker, CEO of the California Employers Association recently noted the # 1 problem for small businesses:

ACCESS TO CAPITAL



On Bill Financing (OBF), is a utility based method of providing seamless 0% financing through the monthly power bill for small business energy efficiency improvements.

- Project costs financed by Utility Partner
- Usually 0% financing to Customer
- Allows the purchase of energy efficiency to be the same as the purchase of energy – verified savings is crucial!

“OBF” provides more small businesses with the opportunity to address energy costs as a "controllable", thus helping the bottom line.

Side by Side Comparison



Default Loan Term

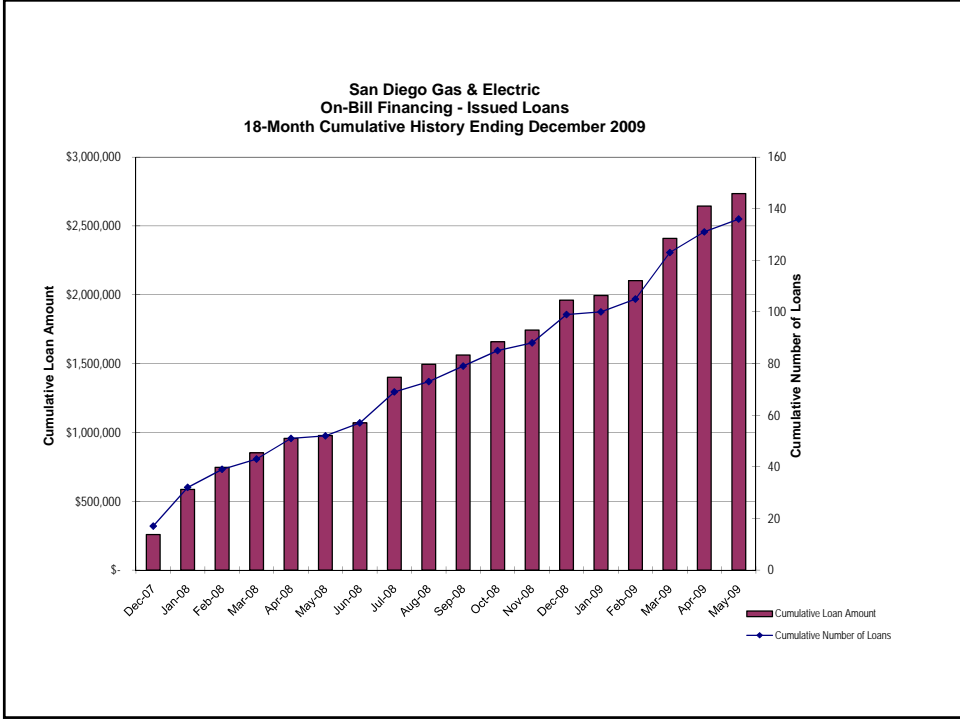
Project Cost:	Material costs	\$9,204.20
	Labor costs	\$6,571.03
	Project Subtotal	\$15,775.23
	Tax (CT 6%)	\$946.51
	Total Cost	\$16,721.74
	Approved UI Incentive	\$7,886.52
	Net Total Cost	\$8,835.22
	Monthly Payment (16)	\$552.20
	-> Annual Energy Savings	42,301 kWh
Estimated: ->	Annual Dollar Savings	\$6,927 = \$577.25/monthly
(may include adjustments) ->	Pay Back	1.2 years

Cash Positive \$25.05

Loan Extension – 36 months

Project Cost:	Material costs	\$9,204.20
	Labor costs	\$6,571.03
	Project Subtotal	\$15,775.23
	Tax (CT 6%)	\$946.51
	Total Cost	\$16,721.74
	Approved UI Incentive	\$7,886.52
	Net Total Cost	\$8,835.22
	Monthly Payment (36)	\$245.42
	-> Annual Energy Savings	42,301 kWh
Estimated: (may include adjustments) ->	Annual Dollar Savings	\$6,927 = \$577.25/monthly
	Pay Back	1.2 years

Cash Positive \$331.83



Small Business to America's Rescue?



Small Business Plug-in Hybrid Diesel Work Truck
2010 ?
Can these vehicles help with Demand Response?

SB-Cal Member Business Profile

MacKenzie Automotive Parts Warehouse - Light Duty Vehicles



MacKenzie Warehouse is a 60+ year old family business located in San Francisco serving the Bay Area from their 52,000 square foot facility. Their auto parts delivery service is at the heart of their business utilizing 17 vehicles averaging 120 miles per day. **If gas prices return to \$4+ per gallon levels, CEO Michelle MacKenzie will see monthly fuel costs rise AGAIN from \$4600 to over \$10,000 !**

With an average **16-21 MPG rating**, the fleet of Toyota Tacoma pickups **cost around \$17K each in 2000**. Currently the fleet averages 300K miles per vehicle. Preventative maintenance keeps them rolling.

Small businesses like MacKenzie are everywhere delivering everything ! What will the next fleet choice be for businesses like this ? Can they afford to risk \$\$ investing in vehicles available today to gain 5-10 MPG ? Will that actually protect their 95 employees?

Think about it. How many businesses like this exist in California ?





What about “OBF” for transportation?
Is there a source of sustainable access to capital to increase BEV/PHEV sales?



“Sustainable Cash for Clunkers”

Using 20 cents of the 50 cents for mileage reimbursement to employees as a metric for an employer to employee 0% interest loan

Example: Employee drives 10,000 miles/year on company business.

3 years @ 20 cents x 10,000 miles = \$6000 loan

Employer loan costs may be subsidized by air districts.



Chevy Volt Plug-in Hybrid



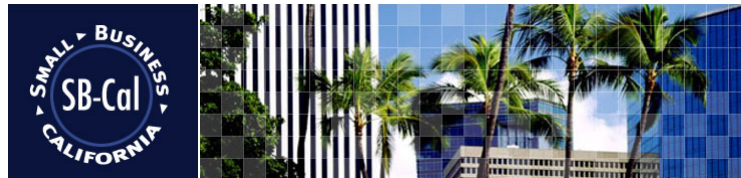
Ford Transit “Connect” BEV

Cost - \$40,000 – current incentives (\$7500) = \$32,500 – C for C Loan = \$26,500

Loan paid via lower fuel costs over time.

SB-CAL Supports AB32

- AB32 commits California to make meaningful emissions reductions.
- Regulations should be properly balanced with incentives to allow businesses to adjust to changes.



- Small Business California
- Statewide non-partisan small business advocacy organization
- www.smallbusinesscalifornia.org
- Core Issue Areas:
- [Healthcare](#) [Workers compensation](#) [Workforce development](#) [Government regulation](#) [Energy](#) [Access to capital](#)
- Hank Ryan, Executive Director, Energy Grant Program Manager

Cell: 510-459-9683

Email: hryan@smallbusinesscalifornia.org